

Fiorella Sosa Barahona

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EDUCATION

University of Southern California, Marshall School of Business **Los Angeles, California**
Bachelor of Science, Business Administration (Emphasis in Marketing) – STEM Designated August 2022 – May 2026
Relevant Coursework: Financial Accounting, Marketing Fundamentals, Microeconomics, Macroeconomics, Statistics, Information Security, Introduction to Web Development, Marketing in the Entertainment Industry, Managerial Accounting, Operations Management, Finance, Strategic Management.

EXPERIENCE

The Standard Los Angeles (Landmark Properties) **Los Angeles, California**
Marketing & Leasing Ambassador February 2026 – Present

- Lead property tours, build relationships with prospective residents, and communicate the lifestyle and value proposition of the community.
- Contribute to social media marketing efforts, event promotions, and grassroots campaigns to increase visibility and brand awareness among Gen-Z renters like collaborating with campus organizations to develop creative outreach initiatives and brand activations.
- Support sales pipeline management through CRM follow-ups, lead tracking, and conversion optimization strategies.

T7X **Remote**
Marketing Intern May 2025 – August 2025

- Produced and published 20+ digital content pieces (reels, carousels, interactive stories), growing T7X's Instagram following by **40%** and driving an average engagement rate of **12%**, positioning the brand as an approachable voice in Web3.
- Researched, wrote, and optimized 8 long-form SEO articles on crypto trends and fintech, increasing organic website traffic by **55%** and contributing to a 20% rise in qualified lead conversions.
- Conducted competitor benchmarking of 15+ leading crypto/finance creators across Instagram, LinkedIn, and Twitter; applied insights to refine content calendar, boosting audience reach by 35% and impressions by **50%**.

Leslie and William McMorrow Neighborhood Academic Initiative **Los Angeles, California**
Teacher, Advisor, Teacher Assistant August 2022 – Present

- Designed and delivered lesson plans for underserved high school students, improving math proficiency and college readiness.
- Helped **90%** of high school mentees gain admission to competitive four-year universities- including USC, UCLA, Stanford, and Cornell- through consistent academic advising, college prep workshops, and mentorship, directly contributing to NAI's 100% high school graduation rate and 99% college graduation rate.
- Provided individualized support to first-generation college applicants throughout the admissions and financial aid process, with many students earning over \$500,000 in scholarships and ultimately joining the 43% of NAI graduates who go on to attend USC.

LEADERSHIP AND INVOLVEMENT

USC CHARRG **Los Angeles, California**
VP Membership August 2025 – Present

- Spearheaded recruitment from 0 to **140+ members** by designing and executing tabling strategies, info sessions, and involvement fairs, establishing CHAARG as one of USC's fastest-growing student wellness communities.
- Led membership operations and communication systems across Slack and Gmail, guiding an exec team to deliver 15+ community events and wellness initiatives that significantly boosted member retention and satisfaction.

Conaxion, South Central Business Builders Program **Los Angeles, California**
Volunteer Consultant August 2024 – April 2025

- Conducted in-depth business diagnostics for underserved local entrepreneurs by analyzing current operations, marketing strategies, and financial performance; identified actionable growth opportunities across key business areas.
- Facilitated personalized one-on-one mentoring sessions with early-stage business owners, guiding them through the development of comprehensive strategic business plans, refining their brand identity and market positioning, and implementing customer engagement strategies to increase visibility, strengthen community presence, and support long-term sustainability.

SKILLS AND INTERESTS

Certifications: VITA/TCE Certification (Provided tax assistance through IRS-sponsored VITA program, January 2025)

Languages: fluent in English and Spanish

Skills: Event Coordination, Social Media Marketing, Digital Content Creation, Microsoft Office, Google Suite, Hootsuite

Interests: Entrepreneurship, Education, Marketing and Advertising, Sustainability, Fashion & Styling